

ORIGINAL

WILEY, REIN & FIELDING

1776 K STREET, N.W.

WASHINGTON, D. C. 20006

(202) 429-7000

June 22, 1993

WRITER'S DIRECT DIAL NUMBER

FACSIMILE  
(202) 429-7049  
TELEX 248349 WYRN UR

(202) 429-7388

RECEIVED

JUN 22 1993

FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF THE SECRETARY

Donna R. Searcy  
Secretary  
Federal Communications Commission  
1919 M Street, N.W., Room 222  
Washington, D.C. 20554

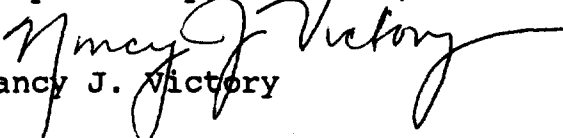
Re: Viacom International Inc.  
Attachment to Petition for Reconsideration and  
Clarification  
MM Docket No. 92-266

Dear Ms. Searcy:

Enclosed for filing please find an original and 11 copies of an attachment to Viacom International Inc.'s Petition for Reconsideration and Clarification filed yesterday in MM Docket 92-266. This attachment consists of biographies of the economists who prepared the study appended to Viacom's Petition. These biographies were inadvertently omitted from yesterday's filing.

Please contact the undersigned counsel for Viacom International Inc. should there be any questions or should further information be required.

Respectfully submitted,

  
Nancy J. Victory

No. of Copies rec'd  
List A B C D E

0411

RECEIVED

JUN 22 1993

FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF THE SECRETARY

JAMES N. DERTOUZOS

**EDUCATION**

Ph.D., Economics, 1979, Stanford University B.A., Economics, 1972,  
Rutgers University

**PROFESSIONAL EXPERIENCE**

September 1979-Present - Senior Economist (1987-present), Assoc.  
Corporate Research Manager (1990-present), Resident Scholar in  
Economics (1990-present), Assoc. Head Economics & Statistics  
Department (1985-1990), RAND, Santa Monica, California  
September 1980-Present - Visiting Professor, University of California  
at Los Angeles  
Spring 1981-Present - RAND Graduate School Faculty  
Spring 1979 - Visiting Lecturer, Stanford University  
September 1978-79 - Post-Doctoral Research Analyst. National Bureau

**Defense Economics.** Dr. Detouzos has conducted research for the Department of Defense on a variety of issues. He has published papers on the effectiveness of recruiting advertising and on other manpower issues. A primary focus has been on the principal-agent problems associated with the management of Army recruiting personnel. In addition, he is currently working on issues related to the economics of defense acquisition. He is considering a whole range of issues, including the economics of cooperative contractor teaming for research and development and the incentive effects of DOD rules governing the allocation of indirect costs.

#### **PROFESSIONAL ACTIVITIES**

July 1974-present - Litigation Consultant (Including Newspaper and Cable Antitrust and Labor Law Issues)  
November 1989-March 1991 - Consultant to the National Cable Television Association (Regulatory Proceedings on Effective Competition)  
June 1982 - Testimony on Tax Laws and Mergers in the Newspaper Industry (House Ways and Means Subcommittee on Select Revenue Measures)  
March 1980 - Testimony on the Impact of Media Concentration (House Small Business General Oversight Subcommittee)  
March 1979-August 1979 - Consultant to National Association of Broadcasters (Study of the Recording Industry)  
August 1978-December 1979 - Consultant to Federal Trade Commission (Conference on Economics of Mass Communications Industries)

#### **PUBLICATIONS**

#### **RAND REPORTS**

"Educational Benefits Versus Bonuses: A Comparison of Recruiting Options", WD-5499-FMP, coauthored, October 1991.

*Labor Market Responses to Employer Liability*, coauthored, RAND, R-3989-ICJ, April 1992.

*The Effects of Military Advertising: Evidence from the Ad Mix Test*, RAND, N-2907-FMP, March 1989.

*Economics of Group Ownership in the Newspaper Industry: Estimates from a Structural Model*, coauthored, RAND, P-7524, January 1989.

*Competition and Cooperative Teaming: Economic Considerations*, RAND, WD-4227-PA&E, January 1989.

*Recruiting Effects of Army Advertising*, coauthored, RAND, R-3577-FMP, January 1989.

*The Legal and Economic Consequences of Wrongful Termination*, coauthored, RAND, R-3602-ICJ, August 1988.

*The End of Employment-At-Will: Legal and Economic Costs*, RAND, P-7441, May 1988.

*The Enlistment Bonus Test*, coauthored, RAND, R-3353-FMP, April 1986.

*Recruiter Incentives and Enlistment Supply*, RAND, R-3065-MRAL, June 1985.

*Efficient Contracts, Featherbedding, and Estimating Union Objectives*, RAND, N-2018-NSF, May 1985.

*Bargaining Responses to the Technology Revolution: The Case of the Newspaper Industry*, coauthored, RAND, R-3144-DOL, April 1985.

*Newspaper Groups: Economies of Scale, Tax Laws and Merger Incentives*, coauthored, RAND, R-2878-SBA, June 1982.

*Economic Incentives to Merge: Testimony Before the Subcommittee on Select Revenue Measures*, RAND, P-6771, May 1982.

*The New Media and the Demand for Studio Production Facilities*, coauthored, RAND, P-6698, October 1981.

*Media Concentration and Cross-ownership: Testimony Before the Subcommittee on General Oversight and Minority Enterprise, Committee on Small Business*, RAND, P-6502, March 1980.

#### **PUBLISHED ARTICLES**

"The Impact of Wrongful Termination Doctrines on U.S. Employment" submitted to *American Economic Review*, October 1991, coauthored.

"Employment Effects of Worker Protection: Evidence from the United States", *Employment Security and Labor Markets*, edited by Christoph Buechtemann et al., ILR Press, Cornell University, forthcoming, coauthored.

"Economic Effects of Media Concentration: Estimates from a Model of the Newspaper Firm," *Journal of Industrial Economics*, coauthored, September 1990.

"An Empirical Study of Broadcast Competition to Cable," submitted to *The Journal of Regulatory Economics*, January 1991, coauthored.

"Manpower Structure and Policies in the U.S. and NATO Europe," in the *International Military and Defense Encyclopedia*, Pergamon-Brassey, forthcoming, coauthored.

"Wrongful Termination: Legal and Economic Costs," in *Liability for Employee Grievances*, Workers Compensation Research Institute, Oct. 1988.

Review of Allan Brown, "Commercial Media in Australia," *Information Economics and Policy*, March, 1989.

"Microeconomic Foundations of Recruiter Behavior: Implications for Aggregate Enlistment Models," *Army Manpower Economics*, ed. by Curtis Gilroy, Westview Press, Boulder, Colorado, 1987.

"Scale Economies, Newspaper Chains, and Government Policy," *The American Economist*, June 1982.

"Wage and Employment Determination Under Trade Unionism: The Case of the International Typographical Union," *The Journal of Political Economy*, December 1981, coauthored.

"Union Objectives, Wage Determination, and the International Typographical Union," *Studies in Industry Economics* #111, Department of Economics, Stanford University, December 1979.

"Economic Issues in Mass Communications Industries," *Proceedings of the Symposium on Media Concentration*, Vol. I, Bureau of Competition, Federal Trade Commission, December 1978.

"Media Conglomerates: Chains, Groups, and Cross-ownership," *Proceedings of the Symposium on Media Concentration*, Vol. II, Bureau of Competition, Federal Trade Commission, December 1978.

"A Study of Economic Issues in the Recording Industry," *Studies in Industry Economics* #106, Department of Economics, Stanford University, August 1979, coauthored.

"A Description of Competition in the Newspaper Industry: A Probability Analysis," *Studies in Industry Economics* #68, Department of Economics, Stanford University, June 1976.

"Trends in the Newspaper Industry," *Studies in Industry Economics* #57, Department of Economics, Stanford University, May 1975 coauthored.

STEVEN S. WILDMAN  
CURRICULUM VITA

Office: (708) 491-4262

Home: (708) 673-7006

Department of Communication Studies  
Harris Hall  
Northwestern University  
1881 Sheridan Road  
Evanston, IL 60208

52 Williamsburg Road  
Evanston, IL 60203

BACKGROUND

Born on December 27, 1948  
Married

EDUCATION

B.A. Economics  
M.A. Economics  
Ph.D. Economics

Wabash College 1971  
Stanford University 1977  
Stanford University 1980

CURRENT POSITIONS

Associate Professor, Department of Communication Studies,  
Northwestern University

Director, Program in Telecommunications Science, Management  
and Policy, Northwestern University

PREVIOUS EXPERIENCE

Senior Economist, Economists Incorporated	1983-88
Assistant Professor, Department of Economics UCLA	1979-83
Consultant to Rand Corporation	1981-83

FELLOWSHIPS and AWARDS

National Science Foundation Fellowship 1974-1977

Ameritech Research Professorship, 1989-90, Northwestern  
University

Ameritech Research Fellow, 1990-91, Northwestern University

## BOOKS

INTERNATIONAL TRADE IN FILMS AND TELEVISION PROGRAMS, with Stephen E. Siwek, Ballinger, 1988.<sup>1</sup>

VIDEO ECONOMICS, with Bruce M. Owen, Harvard University Press, 1992.<sup>2</sup>

ELECTRONIC SERVICES NETWORKS: A BUSINESS AND PUBLIC POLICY CHALLENGE, co-edited with Margaret E. Guerin-Calvert, 1991, Praeger Publishers.<sup>2</sup>

## JOURNAL ARTICLES

1. "A Note on Measuring Surplus Attributable to Differentiated Products," Journal of Industrial Economics, September, 1984.
2. "Economic Consequences of the Informational Characteristics of Mass Media," The American Economist, Spring 1981.
3. "Selecting Advanced Television Standards for the United States: Implications for Trade in Programs and Motion Pictures," Journal of Broadcasting and Electronic Media, Spring, 1991.
4. "The Privatization of European Television: Effects on International Markets for Programs," Columbia Journal of World Business, December 1987.<sup>1</sup>
5. "Toward a New Analytical Framework for Media Policy: Reconciling Economic and Non-Economic Perspectives," Journal of Communication, Winter 1992.<sup>2</sup> Reprinted in part in Taking Sides: Clashing Views on Controversial Issues In Mass Media and Society, A. Alexander and J. Hanson, eds., The Duskin Publishing Group, Inc., Forthcoming.

## BOOK CHAPTERS

1. "Electronic Services Networks: Functions, Structures, and Public Policy," with Margaret E. Guerin-Calvert, Forthcoming in Electronic Services Networks: A Business and Public Policy Challenge, Margaret E. Guerin-Calvert and Steven S. Wildman, eds, Praeger Publishers, 1991.<sup>2</sup>

---

<sup>1</sup> Senior author.

<sup>2</sup> Equal joint author.

2. "Program Competition and Diversity in the New Video Industry," with Bruce M. Owen in Video Media Competition: Regulation, Economics, and Technology, Eli M. Noam, ed., Columbia University Press, 1985.<sup>1</sup>
3. "The Economics of Industry-Sponsored Search Facilitation" in Electronic Services Networks: A Business and Public Policy Challenge, Margaret E. Guerin-Calvert and Steven S. Wildman, eds., Praeger Publishers, 1991.<sup>1</sup>
4. "The Economics of Trade in Recorded Media Products in a Multilingual World: Implications for National Media Policies," with Stephen E. Siwek. Forthcoming in The International Market in Film and Television Programs, Eli M. Noam, ed., Ablex, 1992.<sup>1</sup>
5. "Investing in the Telecommunications Infrastructure: Economics and Policy Considerations" with Bruce L. Egan. Forthcoming in the 1992 Annual Review of the Institute for Information Studies.<sup>2</sup>

#### PAPERS IN PUBLISHED CONFERENCE PROCEEDINGS

1. "Controlling Occupational Radiation: Alternatives to Regulation," with Sagan, L.A. and Squitieri, R. Presented at the International Symposium on Occupational Radiation Exposure in Nuclear Fuel Cycle Facilities, Los Angeles, CA, June 18-22. Published in proceedings of same conference.<sup>2</sup>
2. "Economic Issues in Mass Communication Industries," with Rosse, J.N., Dertouzos, J.N. and Robinson, M. Presented at the FTC Symposium on Media Concentration, Washington D.C., December 14, 15, 1978. Published in the proceedings of same conference.<sup>2</sup>
3. "Vertical Integration in Broadcasting: A Study of Network Owned-and-Operated TV Stations," S.I.E. no.97, Department of Economics, Stanford University, also published in the Proceedings of the FTC Symposium on Media Concentration, Washington, D.C., December 14, 15, 1978.

---

<sup>1</sup> Joint author credited as a "with."



#### OTHER PUBLICATIONS AND WORKING PAPERS

1. "A Model of Supply and Demand for Information in a Competitive Market," October 1989.
2. "A Spatial Model of Entry Deterrence," S.I.E. No 103, Department of Economics, Stanford University, November 1978, revised December 1980.
3. "Advertising, Consumer Learning, and Competitive Strategies," Dissertation filed January 1980. Also published as S.I.E. paper No. 110 by Department of Economics, Stanford University, December 1979.
4. "An Empirical Study of Broadcast Competition to Cable," with James N. Dertonzos, July 1990.<sup>2</sup>
5. "Anticipated Preemption and the Determination of Initial Structure in a Growing Market," UCLA Working Paper No. 267, September 1982.
6. "ATV Standards and Trade in Recorded Video Entertainment," paper presented at the Sixteenth Annual Telecommunications Policy Research Conference, October 30-November 1, 1988, Airlie, VA. Revised April, 1989.
7. "Competition, Regulation and Sources of Market Power in the Radio Industry," with Duncan J. Cameron, May 1982, revised October 1989.<sup>1</sup>
8. "Program Choice in a Broadband Environment," with Nancy Y. Lee. Working paper, Center for Telecommunications and Information Studies, Columbia University, May 1989.<sup>1</sup>
9. "Recruiter Incentives: Effects on Performance," Rand Corporation Working Draft, April 1983.
10. Review of The World Television Industry: An Economic Analysis, by Peter Dunnett in the Journal of Communication, Winter 1992.
11. Review of Oligopoly Theory, by James Friedman in the Journal of Economic Literature, March, 1985.
12. "Trade in Films and Television Programming," with Stephen E. Siwek. Presented at Trade in Services and Uruguay Round Negotiations, London, England, July 8, 1987 and Geneva, Switzerland, July 18, 1987.<sup>1</sup>

#### OTHER PROFESSIONAL ACTIVITIES

Co-convener, day-long Washington, D.C. conference on electronic services networks sponsored by the Annenberg Washington Program, February 23, 1990.

Convener, half-day conference on electronic services networks at Northwestern University, April 9, 1990.

Co-convener, conference on telecommunications free trade zones, Northwestern University, March 30, 1992. Sponsored by the Annenberg Washington Program of Northwestern University and the Illinois Commerce Commission.

#### REFEREEING, REVIEWING, AND EDITORIAL SERVICE

American Economic Review (referee)

Communication Research (referee)

Journal of Communication (book review)

Information, Economics and Policy (referee)

Journal of Economic Literature (book review)

Journal of Industrial Economics (referee)

Journal of Media Economics (editorial board, referee)

National Science Foundation (proposal review)

The Rand Journal of Economics (referee)

#### TESTIMONY

Written testimony on behalf of CBS Inc. before the Federal Communications Commission in the 7-7-7 proceedings, Gen. Docket No. 83-1009 (1984).

~~Testimony on behalf of television manufacturers before the~~

Testimony on behalf of the National Association of Broadcasters before the Copyright Royalty Tribunal, Docket No. CRT 84-1-83CD (1985).

Testimony on behalf of paging applicant before the Massachusetts Department of Public Utilities, Docket No. 86-213 (1987).

Written Testimony on behalf of the National Cable Television Association, Inc. before the FCC in the matter of competition, rate deregulation and the Commission's policies relating to the provision of Cable Television, MM Docket No. 89-600. (February 1990)

Written Testimony on behalf of the National Cable Television Association, Inc. before the FCC in the matter of competition, rate deregulation and the Commission's policies relating to the provision of Cable Television, MM Docket No. 89-600. (May 1990)